

Activate the AI Companion to instantly turn your email campaigns into profitable customer engagements

Accurate discovery of optimization opportunities

Robo-X sifts through volumes of historical data, derives insights and precisely determines the best possible optimization opportunities for campaigns and customer engagements at scale.

One-touch optimization of live campaigns

Robo-X benchmarks the performance of campaigns against their goals and assigns star ratings to campaigns for marketers to view and instantly assess their relative performance. Low-performing campaigns are identified while they are running and optimization steps are recommended to save the marketer's effort in analyzing multiple dashboards and insights.

Easily comprehensible Explainable AI

Robo-X is not a black box AI; it is one of the first AI tools that explain the logic and data attributes used for providing automated recommendations. Marketers can view the graphical explanations and review the rationale before approving and activating the recommendations from Robo-X.

Spot profitable campaign opportunities and optimize them beyond human-scale



Robo-X, analyzes customer profiles and campaign data from Salesforce® Marketing Cloud and takes decisions to maximize the revenue uplift of marketing campaigns. As it is integrated with marketing workflows, it learns continuously and recommends changes in decisions on the go for marketers to review and action.



Spots opportunities to optimize email campaigns across the targeted base



Assigns star rating to each campaign for indicating its performance against the goal



Presents a single view of campaign ratings to quickly assess their relative performance

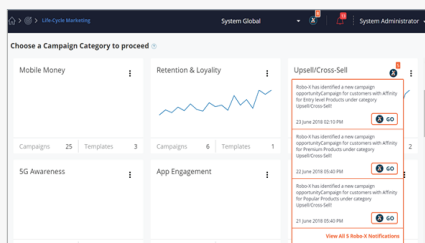


Recommends optimization steps to boost the performance of live campaigns



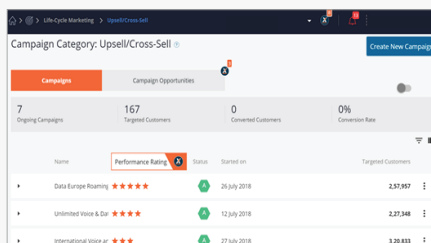
Provides insights into the business logic behind its recommendations

Key Features



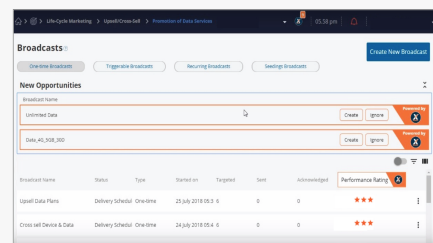
Explainable AI

- Explainable AI to provide transparency, accountability, and trustworthiness of AI-driven decisions
- Intuitive charts and diagrams to explain the logic and prominent data attributes used for arriving at recommendations



Seamless Integration

- Built-in access to customer and campaign data from Salesforce® Marketing Cloud to analyze and derive insights
- One-touch approach for marketers to review and initiate execution of Robo-X recommended actions on Salesforce® Marketing Cloud



Continuous Rating and One-touch Optimization

- Continuous performance measurement of campaigns and engagements. Graphical dashboard to view star ratings assigned to campaigns
- Automated recommendation of best possible segment-offer combinations to maximize performance of campaigns and engagements

Key Benefits



Never miss any marketing optimization opportunity



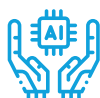
Turn every customer engagement profitable



Enjoy zero-touch optimization to save manual effort



Do marketing optimization at scale with ease



Activate AI recommendations with full confidence

Flytxt is the independent market leader in intelligent customer engagement technology. Flytxt's enterprise-class software products and services generate measurable economic value by growing revenue, reducing customer churn and enhancing customer experience. Flytxt's marketing automation and AI solutions allow enterprises to drive personalized and contextual customer engagement across digital touch points. Flytxt is headquartered in The Netherlands, with offices in the United Arab Emirates and India. It also has a presence in Germany, Mexico, Singapore, South Africa, and Colombia.